

al i k a m p

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education

Kendall College of Art and Design in Grand Rapids, MI
BFA in Graphic Design *May 2009*

professional experience

Business Update Publication: Intern 2007

Assisted the Director with editorial layouts, flight checked submissions, and created ads and banners for both the print and web version of the publication.

MVP Metro Club: Member Services 2006, Manager 2007

Greeted and attended to members of the gym, answered phone calls, rang up purchases, gave tours to potential members, dealt with questions and concerns, kept facilities clean and organized.

DRE Photography: Freelance Work 2009

Identity refinement which included the design of letterhead, pricing guides, and appointment reminders. Also created templates for multiple announcements associated with the photography as well as advertisements for local newspapers.

Pine Hill Nursery: Freelance Work 2009-2010

Created a logo and identity for the business's opening 'Garden Cafe.' Elements included menus, product labels, coupons and various signage which included banners and posters.

Simply Wood Rings: Officer Manager and Designer 2009-2010

Responsible for all elements of customer service which included handling orders, creating production schedules, and maintaining social websites. Also created marketing and identity material as well as completed photo retouching for product images.

Groupon, Inc.: Image Designer 2010

Designed and created compelling images for national web-based coupons.

Curro, Rankin and Williams: Freelance Designer 2010

Concepted and designed marketing materials for various clients which included both web and print based projects.

Designvox: Graphic Designer 2010-present

Concept, design and produce both print and web marketing materials for multiple national clients. Elements include brochures, direct mailing materials, wayfinding and signage, and website design.

technical skills

Proficient in Adobe CS4 and CS5, QuarkXpress and Microsoft Office programs as well as skill with hand-drawing and sketching.

activities & honors

2006 & 2007 Dean's List
2009 President's List